

EDUCATION SUB-COMMITTEE MEETING NOTES: 2/24/06
2525 GRAND AVENUE, ROOM 204, LONG BEACH

11 Attendees

1. Cassie Perez-Harmison discussed her project. Handing out cameras to homeless thru Cherokee Williams/Lucinda Hayes helped distribute cameras. Handed out 12 cameras got back 4. Will bring pictures to next meeting
2. Jack Smith discussed his project. Documentary on homeless in Long Beach. Daniels Family video – homeless awareness: over 613 homeless families at any given point.
3. Steve Chesser—what contributes to family homelessness?
4. Susan discussed issue of panhandling
5. Give card to people telling them where they could go for help
6. Susan discussed resource handouts
7. Harry Saltzgaver: what are city's laws and ordinances re: panhandling?
8. Shopping cart issue went to Council last week. Need to know ordinances pro & con
9. Susan – Document on website – Illegal to be homeless – ordinances disproportionately affect homeless – panhandling, public urination
10. Who are stakeholders? How can we get message to them? What are goals based on interaction?
11. Kevin Cwayna – this is a planning committee will develop actual materials re: stakeholders – everyone is a stakeholder – ok to id them – are they unique?
12. Kurt Neswald– Diverse population – want to reach everyone somehow. Segment groups and determine what message is effective for each group?
13. Use stakeholders as a litmus test for message
14. Dora – It is international plan on what Community Education looks like. Who is the audience? Develop materials relevant to audience.
15. Harry Saltzgaver: Are we putting the cart before the horse? Need goal and mission for education before audience is determined. What are you trying to accomplish? Awareness of homeless or...

16. Susan – ID gaps to ID audience. Will give contact to Convention & Visitors Bureau
17. Steve – Goal of committee?? Develop public support to deal w/issues
18. Cassie Perez-Harmison: Can we send the resource guide as an e-mail attachment to city employees?

Goal of Education Committee:

1. Build public support for change – ending homelessness
2. Increase positive participation/action
3. Build public support for 10 year plan – recommendations
4. Build awareness of homeless – how does it affect me?

Objectives:

1. Build public support
2. Make people understand that homelessness affects them
3. Communicate that the most basic way to help people in your community is to make sure they are housed
4. 10 reasons to act now-urgency: Long Beach is 6th worst for poverty in cities with a population over 250,000 and third worst in poverty for children
5. Convey personal impact – cost, security risk
6. Dispel negative myths
7. Show positive impact of other programs
8. Show the faces of homelessness – humanize – increase priority

Action:

1. Identify positive actions/publicize actions. Ways to help and be involved
2. Understand our audience – tailor the message
3. Put issues into view/ spotlight (TV, newspaper) ...very different issues
4. Engage power centers/agenda setters, regional approach, understanding and cooperation.
5. ID best practices, success models

Outcomes:

1. Chamber of Commerce Support/Working toward solutions
2. Momentum increasing/increase involvement
3. Housing available that is appropriate for people at all income levels
4. Funding arrives
5. Homelessness Decreases

The meeting was adjourned. The next meeting will be on March 17 at 2:00 at the same location.